

CLAIMS

What is claimed is:

1. A method for collecting information/about a user, comprising:
 - obtaining a set of one or more rules for collecting information by a first application on a client;
 - utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
 - collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application;
 - storing at least a portion of the collected information on the client utilizing the first application; and
 - receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client.
2. The method of claim 1, wherein the collected information includes behavioral information about the user.
3. The method of claim 1, wherein the set of one or more rules is updated based on the collected information.
4. The method of claim 1, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.
5. The method of claim 1, wherein the set of one or more rules is obtained utilizing the network.

1 6. The method of claim 1, wherein the content includes one or more additional rules
2 for controlling the presentment of the content.

1 7. The method of claim 1, wherein at least a portion of the collected information is
2 transmitted to a location utilizing the network.

1 8. The method of claim 7, wherein the information transmitted to the location
2 includes an identifier, and wherein at least a portion of the received content is
3 based on the identifier.

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1 9. A system for collecting information about a user, comprising:
2 logic that obtains a set of one or more rules for collecting information by a first
3 application on a client;
4 logic that utilizes the first application to monitor a second application on the client
5 in communication with the network for information that satisfies one or
6 more rules of the set of rules, wherein the second application is utilized by
7 a user to access sites coupled to the network;
8 logic that collects information that satisfies one or more rules of the set of rules
9 from the second application utilizing the first application;
10 logic that stores at least a portion of the collected information on the client
11 utilizing the first application; and
12 logic that receives content via the network for presentment by the first application
13 based on the portion of the collected information stored on the client.

1 10. The system of claim 9, wherein the collected information includes behavioral
2 information about the user.

1 11. The system of claim 9, wherein the set of one or more rules is updated based on
2 the collected information.

1 12. The system of claim 9, wherein at least one of the rules includes a trigger,
2 wherein the collected information trips the trigger, and wherein a notification is
3 transmitted to a location via the network.

1 13. The system of claim 9, wherein the set of one or more rules is obtained utilizing
2 the network.

1 14. The system of claim 9, wherein the content includes one or more additional rules
2 for controlling the presentment of the content.

1 15. The system of claim 9, wherein at least a portion of the collected information is
2 transmitted to a location utilizing the network.

1 16. The system of claim 15, wherein the information transmitted to the location
2 includes an identifier, and wherein at least a portion of the received content is
3 based on the identifier.

1 17. A computer program product for collecting information about a user, comprising:
2 computer code that obtains a set of one or more rules for collecting information
3 by a first application on a client;
4 computer code that utilizes the first application to monitor a second application on
5 the client in communication with the network for information that satisfies
6 one or more rules of the set of rules, wherein the second application is
7 utilized by a user to access sites coupled to the network;
8 computer code that collects information that satisfies one or more rules of the set
9 of rules from the second application utilizing the first application;
10 computer code that stores at least a portion of the collected information on the
11 client utilizing the first application; and
12 computer code that receives content via the network for presentment by the first
13 application based on the portion of the collected information stored on the
14 client.

- 1 18. The computer program product of claim 17, wherein the collected information
2 includes behavioral information about the user.
- 1 19. The computer program product of claim 17, wherein the set of one or more rules
2 is updated based on the collected information.
- 1 20. The computer program product of claim 17, wherein at least one of the rules
2 includes a trigger, wherein the collected information trips the trigger, and wherein
3 a notification is transmitted to a location via the network.
- 1 21. The computer program product of claim 17, wherein the set of one or more rules
2 is obtained utilizing the network.
- 1 22. The computer program product of claim 17, wherein the content includes one or
2 more additional rules for controlling the presentment of the content.
- 1 23. The computer program product of claim 17, wherein at least a portion of the
2 collected information is transmitted to a location utilizing the network.
- 1 24. The computer program product of claim 23, wherein the information transmitted
2 to the location includes an identifier, and wherein at least a portion of the received
3 content is based on the identifier.
- 1 25. A system for collecting information about a user, comprising:
2 means for obtaining a set of one or more rules for collecting information by a first
3 application on a client;
4 means for utilizing the first application to monitor a second application on the
5 client in communication with the network for information that satisfies
6 one or more rules of the set of rules, wherein the second application is
7 utilized by a user to access sites coupled to the network;

means for collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application;
means for storing at least a portion of the collected information on the client utilizing the first application; and
means for receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client.

26. A method for collecting information about a user, comprising:
obtaining a set of one or more rules for collecting information by a first application on a client;
utilizing the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;
collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;
storing at least a portion of the collected information on the client utilizing the first application;
transmitting information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;
receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier.

27. A system for collecting information about a user, comprising:

logic that obtains a set of one or more rules for collecting information by a first application on a client;

logic that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

logic that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

logic that stores at least a portion of the collected information on the client utilizing the first application;

logic that transmits information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes an identifier;

logic that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier.

28. A computer program product for collecting information about a user, comprising:

computer code that obtains a set of one or more rules for collecting information by a first application on a client;

computer code that utilizes the first application to monitor a second application on the client in communication with the network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

computer code that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein

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18 means for receiving content via the network for presentment by the first
19 application based on the portion of the collected information stored on the
20 client, wherein the content includes one or more additional rules for
21 controlling the presentment of the content, and wherein at least a portion
22 of the received content is based on the identifier.

Exhibit 100